

CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

Date of Request: 10/19/16 Time of Request: 11:27 AM.

Candidate Name: STEVE McLaughlin

Party: Republican

Candidate for: STATE LANDS COMMISSIONER WASHINGTON STATE  
(Office) (Location)

Candidate's Authorized Committee: MEDIA PLUS

Treasurer of Candidate's Authorized Committee: RANDY BIEGCHWALD

Address: PO Box 1001, SEALECK, WA 98380

Telephone: \_\_\_\_\_

Agency for Candidate (if any): MEDIA PLUS

Name of Person Requesting Information/Time: Kathy Heukirchen

Information Requested: 600 SEC COMMERCIALS.

Rates for \_\_\_\_\_

Availabilities for \_\_\_\_\_

Other: \_\_\_\_\_

**Disposition of Request:**

☒ Accepted ☐ Rejected ☐ Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: ATTACHED.

Class of Time Purchased: Short-pre-emptible

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary): \_\_\_\_\_

Rebate Paid (if any): \_\_\_\_\_

Disclosure Statement Provided by Station: ☒ Yes ☐ No ☐ Previously provided

BCRA Certificate (for Federal candidates only) Provided: ☐ Yes ☐ No ☐ Previously provided

Other Information: \_\_\_\_\_

Inquiry Received By: \_\_\_\_\_

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

Washington State

**Date:**

10/19/16

I, Kathy Neukirchen,  
being/on behalf of: Steve McLaughlin, a legally  
qualified candidate of the Republican political  
party for the office of: State Lands Commissioner  
in the General Election, Washington State  
election to be held on: November 8, 2016

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Medica Plus

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Randy Biegenwald

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

10/19/2016  
Date

[Signature] Medica Plus  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



# Revision

|  |  |                          |                                |
|--|--|--------------------------|--------------------------------|
| <b>Media:</b> Radio                          | <b>Market:</b> Seattle-Tacoma              | <b>Vendor:</b> KZOK-FM   | <b>Billing To:</b> Media Plus+ |
| <b>Client:</b> Steve McLaughlin              | <b>Demo:</b> Adults 35+                    |                          | 160 Roy St                     |
| <b>Product:</b> Campaign                     | <b>Separation:</b> 30                      |                          | Seattle, WA 98109              |
| <b>CPE:</b> STEVE/2204                       | <b>Flight Start:</b> 10/17/16              | <b>AE:</b> Cindy Johnson |                                |
| <b>Description:</b> McLaughlin General Radio | <b>Flight End:</b> 11/13/16                | <b>Phone:</b>            | <b>Phone:</b> 206-282-5677     |
| 10-21-11.7                                   |  | <b>Fax:</b>              | <b>Fax:</b> 206-284-4862       |
| <b>Rep:</b>                                  | <b>Sales Office:</b>                       |                          |                                |
| <b>Version:</b> 2                            | <b>Survey:</b> 3BK Jul16-Sep16 MSA ARB PPM |                          |                                |
| <b>Comments:</b> Flight Dates: 10/21-11/7    |  |                          |                                |

| Line                 | Daypart (Program)    | Daypart | Gross C/T | Dur  | 10/17 | 10/18 | 10/19 | 10/20 | 10/21 | 10/22 | 10/23 | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | 10/30 |
|----------------------|----------------------|---------|-----------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| No                   |                      | Code    |           |      |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 1                    | MTUWTHF 6:00A-10:00A | RT      | \$140.00  | C 60 | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
| 2                    | MTUWTHF 10:00A-3:00P | MD      | \$125.00  | C 60 | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
| 3                    | MTUWTHF 3:00P-7:00P  | PM      | \$175.00  | C 60 | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
| 4                    | MTUWTHF 7:00P-10:00P | EV      | \$25.00   | C 60 | 0     | 0     | 0     | 0     | 2     | 0     | 0     | 0     | 2     | 2     | 2     | 0     | 0     | 0     |
| 5                    | Sa 10:00A-7:00P      | WK      | \$50.00   | C 60 | 0     | 0     | 0     | 0     | 0     | 5     | 0     | 0     | 0     | 0     | 0     | 0     | 5     | 0     |
| 6                    | Su 10:00A-7:00P      | WK      | \$35.00   | C 60 | 0     | 0     | 0     | 0     | 0     | 0     | 5     | 0     | 0     | 0     | 0     | 0     | 0     | 5     |
| 7                    | MTUWTHF 6:00A-7:00P  | RT      | \$150.00  | C 60 | 0     | 0     | 0     | 0     | 6     | 0     | 0     | 0     | 6     | 6     | 6     | 0     | 0     | 0     |
| Total Spots:         |                      |         |           |      | 0     | 0     | 0     | 0     | 8     | 5     | 5     | 0     | 8     | 8     | 8     | 0     | 5     | 5     |
| Total GRP/GIMP(000): |                      |         |           |      | 0.0   | 0.0   | 0.0   | 0.0   | 3.6   | 3.5   | 3.0   | 0.0   | 3.6   | 3.6   | 3.6   | 0.0   | 3.5   | 3.0   |

| Line                 | Daypart (Program)    | Daypart | Gross C/T | Dur  | 10/31 | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | 11/7 | 11/8 | 11/9 | 11/10 | 11/11 | 11/12 | 11/13 |
|----------------------|----------------------|---------|-----------|------|-------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
| No                   |                      | Code    |           |      |       |      |      |      |      |      |      |      |      |      |       |       |       |       |
| 1                    | MTUWTHF 6:00A-10:00A | RT      | \$140.00  | C 60 | 0     | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0     | 0     | 0     | 0     |
| 2                    | MTUWTHF 10:00A-3:00P | MD      | \$125.00  | C 60 | 0     | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0     | 0     | 0     | 0     |
| 3                    | MTUWTHF 3:00P-7:00P  | PM      | \$175.00  | C 60 | 0     | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0     | 0     | 0     | 0     |
| 4                    | MTUWTHF 7:00P-10:00P | EV      | \$25.00   | C 60 | 2     | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 0    | 0    | 0     | 0     | 0     | 0     |
| 5                    | Sa 10:00A-7:00P      | WK      | \$50.00   | C 60 | 0     | 0    | 0    | 0    | 0    | 5    | 0    | 0    | 0    | 0    | 0     | 0     | 0     | 0     |
| 6                    | Su 10:00A-7:00P      | WK      | \$35.00   | C 60 | 0     | 0    | 0    | 0    | 0    | 0    | 5    | 0    | 0    | 0    | 0     | 0     | 0     | 0     |
| 7                    | MTUWTHF 6:00A-7:00P  | RT      | \$150.00  | C 60 | 6     | 6    | 6    | 6    | 6    | 0    | 0    | 7    | 0    | 0    | 0     | 0     | 0     | 0     |
| Total Spots:         |                      |         |           |      | 8     | 8    | 8    | 8    | 8    | 5    | 5    | 9    | 0    | 0    | 0     | 0     | 0     | 0     |
| Total GRP/GIMP(000): |                      |         |           |      | 3.6   | 3.6  | 3.6  | 3.6  | 3.6  | 3.5  | 3.0  | 4.1  | 0.0  | 0.0  | 0.0   | 0.0   | 0.0   | 0.0   |

| Month                         | Cash\$-Spots    | Trade\$-Spots | Total\$-Spots   | Total Gross CPP: | Total Net CPP: |
|-------------------------------|-----------------|---------------|-----------------|------------------|----------------|
| 10/2016                       | \$4,650.00 - 52 | \$0.00 - 0    | \$4,650.00 - 52 | \$195.09         | \$165.83       |
| 11/2016                       | \$6,275.00 - 59 | \$0.00 - 0    | \$6,275.00 - 59 |                  |                |
| Total Gross Cost: \$10,925.00 |                 |               |                 |                  |                |
| Total Net Cost: \$9,286.25    |                 |               |                 |                  |                |

## Disclaimer:

All makegoods must be made within flight.  
Invoices must contain full product name, estimate number, and correct ISCI codes.

# Other Demos

| Line No      | Daypart (Program)    | Daypart Code | Gross       | C/T                  | Dur | Total Spots   | Women 35+ RTG | CPP      |
|--------------|----------------------|--------------|-------------|----------------------|-----|---------------|---------------|----------|
| 1            | MTuWThF 6:00A-10:00A | RT           | \$140.00    | C                    | 60  | 0             | 0.3           | \$466.67 |
| 2            | MTuWThF 10:00A-3:00P | MD           | \$125.00    | C                    | 60  | 0             | 0.3           | \$416.67 |
| 3            | MTuWThF 3:00P-7:00P  | PM           | \$175.00    | C                    | 60  | 0             | 0.3           | \$583.33 |
| 4            | MTuWThF 7:00P-10:00P | EV           | \$25.00     | C                    | 60  | 20            | 0.1           | \$250.00 |
| 5            | Sa 10:00A-7:00P      | WK           | \$50.00     | C                    | 60  | 15            | 0.3           | \$166.67 |
| 6            | Su 10:00A-7:00P      | WK           | \$35.00     | C                    | 60  | 15            | 0.3           | \$116.67 |
| 7            | MTuWThF 6:00A-7:00P  | RT           | \$150.00    | C                    | 60  | 61            | 0.3           | \$500.00 |
| Total Spots: |                      |              |             |                      |     | 111           | 29.3          |          |
| Total Cost:  |                      |              | \$10,925.00 | Total GRP/GIMP(000): |     | CPP: \$316.94 |               |          |